



SILENCER BLUEPRINT REPORT

Create the better quieter lifestyle without noise disturbance



Name: AHMAD SYAHMI HAZIQ BIN ROSELI

Student no.: 2019514909

Group: AS2223A1

Lecturer's Name: NABILAH ABDUL SHUKUR

JULY 17, 2020
SONIDO SDN BHD

Content

Table of content	Page number
1.0 Executive summary	2
2.0 Product description	4
2.1 Details of the products	4
2.2 The application of the products	4
2.3 Unique features of the products	5
2.4 Present state of development	5
2.5 Pattern features of the products	6
2.6 Opportunity expands	7
3.0 Technology description	8
4.0 Market analysis and strategies	9
4.1 customer	9
4.2 market size and trends	10
4.3 competition and competitive edges	12
4.4 estimated market share and sales	12
4.5 marketing strategy	13
5.0 Conclusion	17
6.0 Appendices	18

1.0 EXECUTIVE SUMMARY

SONIDO Sdn Bhd is a supplier company which distribute a very handful, useful and affordable product. This company produces compact device which is Silencer that will reduce the noise make from the disturbing area and will make the daily life easier and more comfortable. Today, there are place where they never sleep such as cities, thus it creates noises that can distribute people especially when time to sleep.

Therefore, the innovation of our product, Silencer built with the invention of new high technology to be able reduce the noise in a close area. It allows the certain close area in the noise environment to become more quitter for them do to something such as for better sleep. It allowed people to use this product by attach and start without having difficulty to use this product which is friendly user product.

Thus, Silencer can help people who live in noise area such as in cities and traveller to be able to reduce the noise in the certain area within their place. overall marketing strategy will be included specific marketing philosophy and strategy of the company, the value chain, and the channel of distribution in the target market. Firstly, our target market is the people who live in the noise area such as cities.

As for our initial selling efforts, we have already determined our target group of customers that would buy our products. Our main target customers are people who live in cities. Finally, our target customer will be traveller that only need to bring small thing during their travel time. It will ease and reduce the noise from the surrounding especially in noise area.

Besides this product has built in battery thus is friendly user especially for traveller that not every time during their travel got the electrical source plug. We the first Malaysian company that produce the product that we believe that it can be our added values and remain competitive to other existing such as rockwool. Our product come with new technology and built in battery can be used for anywhere and do not need to install it in the room like the rockwool where it built within the wall before the room can be used.

Other than that, our product is compact content also regarded as cost saving and sustainable development idea as user can use it anywhere. Our aim is to produce product that is environmentally friendly, cost saving and useful to everyone.

Our technology that have been mentioned above can be our competitive advantages as we do through case study, survey of market demand, to know for the market share. Moreover, our product has been pattern under Intellectual property corporation of Malaysia (MyIPO) and several laws in Malaysia namely Patents Act 1983. As the results, no others soundproof manufacturer can imitate our innovation as we have patented and protect the originality of ideas according to law. This price of this product is also reasonable and affordable which is Rm 99. The target production of our company for second year is RM2000000.00.

2.0 PRODUCT OR SERVICE DESCRIPTION

2.1 Details of the products

Product of our company, SONIDO Sdn Bhd is Silencer, which is a compact device that is relatively new to the market in our area. Although there are some sound absorber products in the market, Silencer is different and truly one of a kind as it is a compact product with built-in battery. Silencer is convenient and can be used widely, it also targets people who are living in a noisy area especially in cities or a traveller. This machine is a compact device and has a unique design. The working capacity for Silencer is around 12-18 hours by using battery and rechargeable. Silencer is also light weight, making it easy to be carried anywhere. This compact product is efficient as the rockwool despite it is portable and can be used anywhere compared to rockwool. The materials used for this product are also high in quality, to deliver its promise to a good new silent experience. Silencer is made up of plastic body with the best quality so it will not rust. It is also available in 3 colours which are black, grey and silver. For the traveller, they just can put this compact product into their bag as they can plug and play to use this product that is very efficient for a traveller. So, this compact product, Silencer can solve our problem due to noise surrounding in addition give more pleasure toward our feeling and emotion.

2.2 The application of the products

The key point for Silencer is different from any other sound insulation product in its way of usage. Unlike other product, Silencer is a compact product that can be used anywhere. Just before use the Silencer, it needs to attach the adhesive layer at the back the surface to start use it and press start to start the process to reduce the noise in the surrounding area. The technology of the Silencer will start to utilize the surrounding area to start absorbing noise vibration and changing the vibration into a silent vibration that cannot be heard by human ears. Lighting indicator will show whether the battery volume left, on and off and when the Silencer is start using.